

## Language and Framing In Russia-Ukraine Conflict News

Stefani Ernes Adisti<sup>1</sup>, Yunia Aqlia Charima<sup>2</sup>, Setyo Prasiyanto Cahyono<sup>3</sup>

{stefanyernesta@gmail.com<sup>1</sup>, yunიაaqliac@gmail.com<sup>2</sup>, setyo.cahyono2010@gmail.com<sup>3</sup>}

Universitas Dian Nuswantoro<sup>1</sup>, Universitas Dian Nuswantoro<sup>2</sup>, Universitas Dian Nuswantoro<sup>3</sup>

**Abstract.** This study aims to describe the effect of the use of language and framing in the online newspaper. BBC news article entitled “Why has Russia Invaded Ukraine and What does Putin Want?” reported the Russian-Ukrainian conflict is chosen in establishing this study. In particular, this study employs qualitative method and adopts Entman’s (1993) framing theory. The result defines a problem related to Russia’s invasion towards Ukraine causing lives lost, people’s evacuation, and cities disintegration. The diagnosis cause refers to Russia’s insecurity and inadequacy, due to Ukraine’s bias towards the west, as constant threat. The moral judgement refers to Russia’s assessment accuses Ukraine of intimidation and genocide, while the international community believed the term ‘a war crime and genocide’, questioned Russia’s inadequate declaration against Ukraine damaging Russia’s credibility. Negotiation appeared as a possibility to settle the Russian-Ukrainian conflict are the treatment recommendation. Essentially, language has power and framing takes control of public’s perspective through report in the mass media; thus, journalistic caution is required in producing objective and educational news.

**Keywords:** framing analysis, online news, power of language, Russia-Ukraine conflict.

### 1 Introduction

Language is used by people in society as an instrument to exchange information that can be done through news texts [1]. In writing news texts, language becomes a crucial element in determining the attitudes and perspectives of the public towards the information conveyed. Sumadiria [2] stated that language in news texts has the main characteristics, that is simple, dense, clear, and enticing, so that the information conveyed can be easily understood. It means that the clarity of the news is determined by how the language is used in developing the information. In this case, language has a power to influence the meaning and message of the written information [3]. In other words, every information in news text must be presented accurately that it does not cause a deviation or misunderstanding which encourages the growth of multiple interpretations of the reader. In constructing news text, sentence preparation and word selection must be carried out carefully and neutrally, because if it is written carelessly and served with unclear sources, it can cause consequences for the author to solve it legally [4]. In conclusion of those statement above, language has the power to lead the public’s perspective and attitude towards certain parties through the information they get from what has been reported.

This study discovers the impact of language use and framing on online newspapers reporting the conflict of Russia-Ukraine by BBC News which adopts the theory of Entman's framing with Critical Discourse Analysis (CDA) approach. Critical discourse analysis is considered as one of analytical discourse research types studying how authority, power abuse, and inequality are displayed in resistances through written form or oral communication in both social and political context. Van Dijk [5] has proposed that CDA does not refer to homogeneous model or paradigm, but is designed as a perspective of linguistics, semiotic, and discourse. CDA is unified in desire to understand the reflection of language power, which it has the main principles as proposed by Fairclough and Wodak. Those of the principles are CDA targets the social issues, the power relations are discursive, discourse maintains the social and cultural aspects, discourse works ideologically, discourse contains the historical points, the relation of text and society is interceded, the analysis of discourse is both interpretative and explanatory, and discourse is a shape of the social behaviors [6]. In addition, Brown and Yule [7] described that the term of 'discourse' points out the study of language use, that organize the regulations, preferences, and expectations as a connection between language and its context. In other words, it reflects the realization of context in the implementation of language, its features, also the use of language in social and cultural contexts. CDA is one of the approaches used to analyze text, which covers many scopes, and one of which is framing.

Framing analysis refers to a research method related to media based on social construction theory which was introduced for the first time by Peter L Berger and Thomas Luckmann in 1990. Eriyanto [8] came up with the idea of reality, where the reality presented in mass media is not an actual occurrences, but a construction process from the media concerned. Broadly defined, Berger and Luckman [9] revealed that reality is not formed scientifically and is not a grace, but rather a process. On the other hand, framing analysis is one method for revealing the confidential of the differences in fact-informing practices between the media. It refers to the presentation of the content and the perspective taken by the writer. [10], [11], [12] described framing as an effluent work of political analysis, which requires to choose some aspects of noticeable reality and to connect them in the form of narrative supporting a certain interpretation. Framing is also allowed to interpret the reality, also to operate in conducting the facts, in which media are permitted to construct the news in more firm circumstances by highlighting and linking the facts, in order to lead the audience to the appropriate perspective [13]. It means that framing analysis is applied in understanding the writer's point of view or perspective in building up the issues and establishing the news.

According to Entman's framing theory, framing is classified into four aspects. First, *define problem*, an identification frame related to how journalists understand an event and how an issue can be understood. It is caused by the fact that the same event can be interpreted in different ways, and that different frames will produce different realities. Second, *diagnose cause*, refers to the stage of framing who, which is considered the mastermind (actor) of an event, as in addition to what, who can also play a role to cause an issue. Third, *make a moral judgement*, a framing elements used to justify or provide arguments for the previous definition, since once the problem has been described and the cause of the problem has been found, a strong argument is needed to support the idea. Lastly, *treatment recommendation or suggest remedies*, the weighing stage related to what journalists desired and what path is chosen to solve the problem.

In accordance with those of framing theories explained above, the researchers choose to take the current news that is being much discussed by people. The case taken is about Russia-Ukraine

war, which has become a headline in various news media over months and attracted huge public attention. The dispute between the two countries began to heat up when Russian President, Vladimir Putin, released an official statement to carry out military operations at the end of February 2022. Then, Russia began to enforce attacks in several areas in Ukraine. In addition, Russia-Ukraine conflict has a long historical background. Initially, the relations between Ukraine and Russia were well established, where the two countries were incorporated into the federation of the Soviet Union during the Cold War era. The split between the two occurred when Ukraine decided to declare its independence as a sovereign state. Ukraine considered Russia was being dominant over its subordinate countries, which then they started to build up stronger relationship with European Union and declared their desire in joining NATO. After that, NATO began to intensify its expansion and activities in Eastern Europe and Ukraine, which raised concerns of Russia. Therefore, over the past few years, the relations of Russia and Ukraine have continued to deteriorate.

The ongoing war and negotiations between Russia and Ukraine that have not yet reached an agreement increase public interest in knowing what is really going on between the two countries. The media are also participated in providing the update news to the public regarding the Russia-Ukraine conflict. The amount of information from various points of view had been spread is leading to many different perspectives and opinions of public. The high level of public consumption of the media fosters reader interpretation, triggered the creation of a belief, attitude, and behavior of the community [14]. Hence, the media coverage of related cases is compatible to be studied more deeply by using framing theory. In this case, the researchers take one of many interesting news published by media, that is from BBC News entitled “Why has Russia Invaded Ukraine and What does Putin Want?”

In line with those explanation above, many researchers have conducted the studies of framing analysis [15, 16, 17]. Launa came up with “Robert Entman Framing Analysis of Prabowo Subianto’s Image in *Republika.Co.Id* March – April 2019 Edition” that discovered the style of political campaign event which defines the acceptance of actor’s image by public, that focusing to discuss the framing of Prabowo’s self-image in presidential election by *Republika.Co.Id* news. Meanwhile, Sihombing et al established a study entitled “Framing Analysis: Portrayal of Infotainment-Indonesian Television Program in 2020” that examined the way public look at the divorcement of Aura Kasih. Furthermore, Shandy et al did a research on “Policy Framing Analysis of the Ministry of Tourism of the Republic of Indonesia Related to the Covid-19 Pandemic on the *Kompas.Com* National News Portal Website” which aimed to explore the framing method done by Kompas news concerning the pandemic of covid policies regulated by Indonesian Ministry of Tourism's. In the research done by Priatmoko and Cahyono with the title “Critical Discourse Analysis of Susilo Bambang Yudhoyono's Speech,” they discussed about the used of language, power, and ideology in SBY’s speech concerning the case of Jakarta bombings by employing the CDA approach [18]. In addition, the researchers found several similar studies which used different approach, see [19, 20]. Fatmawati and Cahyono in “Power of Sakdiyah Ma’Ruf in Stand-Up Comedy Through Appraisal Approach” discovered the realization of power which presented in the stand-up comedy done by Ma’Ruf through attitude in appraisal system by combining two different approach, that is appraisal and critical discourse analysis. Moreover, in the study entitled “Ideology of MP Tom Tugendhat in His Political Speech: Appraisal Critical Discourse Analysis,” Naghia and Cahyono explored the appraisal

system of attitude contented in MP Tom Tugendhat's speech regarding Afghanistan issues to find out the political ideology by adopting appraisal approach and critical discourse analysis.

According to the previous studies, the researchers conducted this study in purpose to explore the result of language use and framing done by media of online newspaper regarding Russian-Ukrainian issues. This study is different from the previous studies in terms of the data. Furthermore, the researchers directed the focus of this study on the power of language and framing adopting Entman's (1993) theory as a framework and Critical Discourse Analysis (CDA) as a research scalpel. In this case, the researchers take BBC News article entitled "Why has Russia Invaded Ukraine and What does Putin Want?" Therefore, this study can be used as a reference for another researcher that interest in establishing related studies, also for educational purposes such as in teaching and learning process.

## **2 Methodology**

### **2.1 Research Design**

This study employs qualitative research method, because this study is aimed to identify, analyze, describe, and explain the use of language and framing in the online media regarding Russian-Ukrainian conflict, taken the BBC news article of "Why has Russia Invaded Ukraine and What does Putin Want?" Alwasilah [21] stated that qualitative method is applied to discover and comprehend the source of individual or group's problem in both social or cultural context. In accordance with that statement, this study gives in-depth understanding of how language and framing is used by media to report related cases that will serve in the findings.

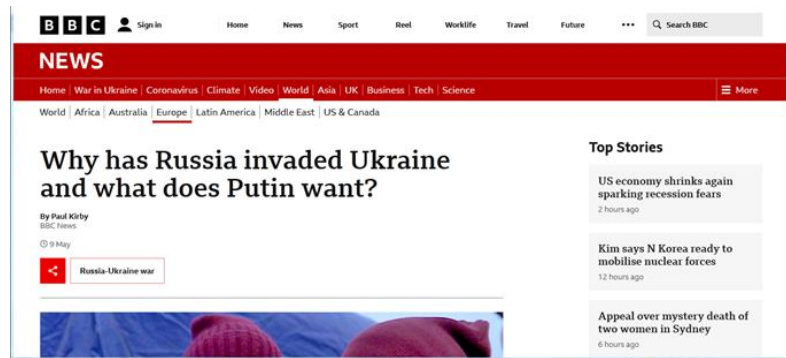
### **2.2 Technique of Data Collection**

The data of this study were taken purposively from news texts published in BBC News, which eventually, the researchers choose the newspaper article entitled "Why has Russia Invaded Ukraine and What does Putin Want?" as the research material.

### **2.3 Technique of Data Analysis**

The data were analyzed with Critical Discourse Analysis (CDA) approach based on Entman's theory about framing analysis, consisted of define problem, diagnose cause, make a moral judgment, and treatment recommendation or suggest remedies. Furthermore, to analyze the data, the researchers took the following steps; reading the whole newspaper article text chosen from BBC news; understanding the information contained in the text; analyzing how the text is developed by the writer using framing analysis theory; and drawing the conclusions from the analysis to explain the results.

### 3 Results and Discussion



**Fig. 1.** A news display on the online media BBC News with the headline "Why has Russia Invaded Ukraine and What does Putin Want?"

Figure 1 shows a BBC News report from May 9, 2022. The outline discusses the reasons for Russia's invasion of Ukraine from Putin's point of view, potential solutions to end the Russia-Ukraine war, and Putin's long-term plans for Ukraine. An analysis of the power of language and the framing of news in the online media BBC News with the title "Why has Russia Invaded Ukraine and What does Putin Want?" is provided in greater detail below:

In this news article, the *define problem* refers to the issues concerning Russia's invasion of Ukraine under Vladimir Putin's leadership, with the justification that Ukraine's tilt toward the West is a constant threat that causes Russia to feel unsafe, undeveloped, and even non-existent. According to the news, the war has taken thousands of lives and destroyed several cities, forcing tens of millions of people to flee. In light of these points, this article would like to delve into the question of what all of this is for and how it will end.

Excerpt 1.

Vladimir Putin **unleashed the biggest war in Europe since World War Two** with the justification that modern, **Western-leaning Ukraine was a constant threat** and **Russia could not feel "safe, develop and exist"**.

**Thousands of people have since died, towns and cities such as Mariupol lie in ruins and 13 million people have been displaced.** But the questions remain: what was it all for and how will it end?

Based on these points, it is possible to state that the news tends to highlight Russia's invasion of Ukraine under the leadership of Vladimir Putin, which seemed anti-Western, where the invasion resulted in heavy losses, including the loss of thousands of lives, hundreds of whom were children, and the collapse of towns and cities that required the evacuation of over 13 million people, and so on.

Meanwhile, the term diagnosis cause refers to the source of the problem identified in this report. In this case, Vladimir Putin, as Russia's president, has a role in officially declaring a "military operation" in Ukraine (February 24, 2022). Vladimir Putin was reported to have an anti-Western attitude, and it was revealed that the Ukraine attack was triggered by the issue of the Ukrainian leader's closeness to the West, as well as Ukraine's desire to join NATO.

Excerpt 2.

Launching the invasion on 24 February he told the Russian people **his goal was to "demilitarise and de-Nazify Ukraine"**. **His declared aim was to protect people subjected to what he called eight years of bullying and genocide by Ukraine's government.** Another objective was soon added: **ensuring Ukraine's neutral status.**

The above statement implies that on the day the military operation against Ukraine was declared, the Russian president publicly stated that the military forces' planning and regulatory action was aimed at demilitarizing and de-Nazifying Ukraine in order to protect people who had been subjected to intimidation and genocide by the Ukraine government for the last eight years, as well as ensuring Ukraine's neutral status.

Excerpt 3.

**Russia's leader refused to call it an invasion or a war.** Moscow continues to coin Europe's biggest war since 1945 a **"special military operation"**.

Because of the goals stated by Vladimir Putin on the day of the declaration (24/02/2022), the Russian leader refused to use the terms war or invasion to describe the military action, but the Russian side preferred it as a special military operation. Whereas the goal, according to their own point of view, is to liberate a country from interference from other parties that causes its people to languish and to affirm a country's neutrality.

Excerpt 4.

**In President Putin's eyes, the West promised back in 1990 that Nato would expand "not an inch to the east", but did so anyway.**

The preceding sentence implies that Russia's action was also driven by Russia's claim that NATO promised not to expand its territory in the West in 1990, but this promise was not kept, as evidenced by the issue that Ukraine and other regions want to join NATO.

Excerpt 5.

That was before the collapse of the Soviet Union, however, so the promise made to then Soviet President Mikhail Gorbachev **only referred to East Germany in the context of a reunified Germany.** Mr Gorbachev said later that "the topic of Nato expansion was never discussed" at the time.

Meanwhile, the Soviet President, Mikhail Gorbachev, explained in the statements above that NATO had never discussed the topic of expansion, but the agreement made before the collapse of the Soviet Union only referred to East Germany in the context of a reunited Germany.

Excerpt 6.

**And the context in the 1990s was very different, says Barbara Zanchetta:** "It was not done as a provocation, there was a partnership for peace."

**Nato maintains it never intended to deploy combat troops on its eastern flank, until Russia annexed Crimea illegally in 2014.**

Barbara Zanchetta also stated that the context in 1990 was very different, with the agreement being made for partnership for peace rather than as a provocation. On the other hand, NATO revealed that it had no intention of deploying combat troops on its eastern flank until Russia illegally annexed Crimea in 2014.

Make a moral judgment refers to one of the framing elements that can justify and strengthen an idea so that it can be supported in a news story. In this case, there are several statements that indicate one party's opinion of the other, as follows.

Excerpt 7.

**The claims of Nazis and genocide in Ukraine are completely unfounded but part of a narrative repeated by Russia for years.** "It's crazy, sometimes not even they can explain what they are referring to," complained Ukraine's foreign minister Dmytro Kuleba.

The preceding statement is a complaint that actually highlights the judgement of Ukrainian Foreign Minister Dmytro Kuleba, who believes Russia is making up their claims about Nazi and genocide in Ukraine. Due to the lack of concrete evidence, Kuleba asserts that these claims are simply narratives that are touted without a solid foundation.

Excerpt 8.

However, an opinion piece by state-run news agency Ria Novosti made clear that **"denazification is inevitably also de-Ukrainisation" - in effect erasing the modern state.**

Furthermore, this news article includes an opinion issued by Russian state-owned domestic news agency, RIA Novosti, in which the statement published actually points out that Russia's efforts to denazify are essentially attempts to erase the modern Ukraine state or de-Ukrainization.

Excerpt 9.

And it is **Russia that is now accused by the international community of carrying out war crimes.** Several countries including the US and Canada go further and call it **genocide.**

According to the statement above, Russia's claim of genocide in Ukraine is inversely proportional to the international community's judgement, in which the red bear country is accused of committing war crimes, and even major countries such as the United States and Canada call it genocide related to Russia's invasion of Ukraine. This statement contradicts Russia's claim about the purpose of the special military operation they are conducting against Ukraine, in which President Putin stated that the action was carried out to defend the interests of oppressed people and demanded firmness for the establishment of a state that they judged unstable.

Excerpt 10.

**After so much destruction, the Russian leader's words ring very hollow now:** "It is not our plan to occupy the Ukrainian territory; we do not intend to impose anything on anyone by force."

Based on the statement above, it is clear that the author wants to emphasize that the Ukrainian side no longer trusts Russia after the Russian invasion of Ukraine caused so much destruction. Even though the Russian leadership claimed that controlling Ukraine's territory was not their intention, nor were various forms of coercion, the Ukrainian people and many other parties could no longer accept this claim.

Excerpt 11.

**US President Joe Biden has labelled him a war criminal and German Chancellor Olaf Scholz believes "Putin wants to build a Russian empire... he wants to fundamentally redefine the status quo within Europe in line with his own vision."**

This news also highlights US President Joe Biden's and German Chancellor Olaf Scholz's perspectives on the issue. If President Biden labels Russia's leadership as a war criminal, Olaf Scholz boldly claims that Putin actually intends to build a Russian empire capable of fundamentally redefining the status quo in Europe in accordance with his own vision. In other words, Putin has a hidden intention of conducting special military operations against Russia for a different reason than what he claims, which is not for the common good but for personal interest.

The term treatment recommendation or suggest remedies refers to the journalists' thoughts on what they want and what potential solutions can solve the problem. In this report, journalists reveal several options for resolving the war between these two countries, including negotiation and mediation.

Excerpt 12.

**There is little sign of any negotiated end to this war in the immediate future.**

A few weeks into the war, Russia said **it was considering a Ukrainian proposal of neutrality, but there have been no negotiations since the end of March.**

President Putin told the UN Secretary General at the end of April **"we are negotiating, we do not reject [talks]"**, but he earlier declared negotiations at a dead end. After a meeting with the Russian leader, **Austrian Chancellor Karl Nehammer gave a very downbeat assessment of a man who had entered into a "logic of war"**.

Journalists point out in this news article that it is very possible to negotiate for both parties, which is supported by President Putin's statement claiming that Russia and Ukraine are negotiating, and Russia has also considered Ukraine's neutrality proposal. Furthermore, the Russian leadership claims that they are not refusing to talk, despite the fact that he has previously stated that negotiations have reached a stalemate, and Austrian Chancellor Karl Nehammer paints an unfavorable picture after meeting the Russian leader, but the possibility of peace remains open in the future.

Excerpt 13.

**Ukraine's Volodymyr Zelensky had already accepted that Ukraine would not join Nato:** "It's a truth and it must be recognised." But after apparent Russian atrocities came to light in Bucha, Mariupol and elsewhere, he made it clear there would be **no more talks until Russia withdrew from all territories seized** since 24 February.

**In its offer of neutrality proposed at the end of March, Kyiv said:**



- **Ukraine would become a non-aligned and "non-nuclear" state, with no foreign military bases or contingents on its territory**
- **Strict, legally binding guarantees would require other countries to protect a neutral Ukraine in the event of attack**
- **Within three days guarantor states would have to hold consultations and come to Ukraine's defence**
- **Ukraine would be allowed to join the European Union, but would not enter military-political alliances and any international exercises would require consent of guarantor states**
- **The future status of Russian-annexed Crimea would be negotiated over the next 15 years**

Journalists include the Ukrainian side's response to the opportunities for negotiation and mediation in this news article. President Zelensky stated that Ukraine agreed to comply with Ukraine's demands regarding non-accession to NATO, which were included in Ukraine's neutrality offer, as well as other relevant points of the agreement. Although Ukraine decided not to hold talks again as a result of the revelation of Russia's atrocities against several regions, including Bucha and Mariupol, the opportunity for talks is not impossible. It is because Ukraine has issued an ultimatum that talks will not take place until Russia withdraws from all territories captured since the declaration of the special military operation. This indicates that Ukraine remains hopeful that the two countries can hold talks in the future to end their war peacefully.

## **Conclusion**

Based on the study's findings, researchers can conclude that online-based mass media is one of the means by which the public can more easily and efficiently access news. As a result, journalists must be able to provide objective and factual information. This is closely related to language and framing, which are both important aspects of news production. Essentially, language is the primary means of communicating reality. While framing refers to activities such as selecting sources, statements, and highlighting parts that are thought to have news value while hiding those that are thought to be unimportant. Therefore, journalists can construct a reality which can be regarded as a fact in such a way that all news can be interpreted as the result of mass media framing through language. It is also essential to note that reading a news story in the media involves an intellectual process and interpretation. As a result, a media outlet must have an ideology in order for readers to understand what journalists are trying to convey and from what perspective journalists are attempting to describe an event.

The study's findings highlight several key points: define problem refers to Russia's invasion of Ukraine, which resulted in massive losses such as the loss of thousands of lives and the collapse of several cities and towns, resulting in the evacuation of millions of people. The Western-leaning of modern Ukraine to the West is regarded as a constant threat, and Russia may feel unsafe, undeveloped, or nonexistent. Make a moral judgment refers to a judgment of Russia accusing Ukraine of bullying and genocide, while the international community and even foreign countries consider the Russian invasion a war crime and even genocide. Some have even questioned Russia's claims against Ukraine due to a lack of evidence, undermining Russia's

credibility in the eyes of other countries. The treatment recommendations refer to the possibility of resolving the conflict between Russia and Ukraine through negotiations.

The study's findings show that language and framing have a significant impact on public opinion. As a result, journalists are expected to be able to use language and framing to produce news while maintaining objectivity and factuality. While the community is expected to be sharper in understanding news and can distinguish between good and useful news.

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